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**Transforming Local Identity in Digital Advertising:  
An Analysis of Instagram Content on @kopikenangan.id**

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## ABSTRACT

This study aims to analyze how @kopikenangan.id adapts and transforms local identity into its digital advertising strategy on Instagram. In the geo-cybernetic era, national brands rely not only on product promotion but also on integrating local cultural elements as messages that build emotional connection with consumers. This study uses qualitative content analysis methods to examine advertising content messages, promotional strategies, and local representation displayed in Instagram posts, including feeds, reels, and stories.

The expected outcome of this study is the discovery of patterns in the utilization of local identity—such as the use of regional languages, cultural visuals, narratives of typical Indonesian culinary delights, and collaborations with local public figures—constructed as digital branding strategies. This study also highlights how these advertising messages play a role in building engagement, strengthening brand image, and facing the challenges of digital disruption. The contribution of this research is to provide an understanding of the effectiveness of local content in digital advertising on social media, while also enriching the study of marketing communications in the era of media convergence.

**Keywords:** *Local Identity, Kopi Kenangan, Digital Advertising, Instagram Content, Local Cultural*

## INTRODUCTION

Geocybernetics is concerned with managing the dynamic relationships between humans and their environments over time, this is achieved through understanding both the desired outcomes and the processes required to attain them. In this paper, geocybernetics is employed by *Kopi Kenangan* as a conceptual framework to convey Indonesia's cultural identity—particularly through the lens of its coffee heritage. The brand utilizes this framework to craft a familiar and culturally grounded experience for Indonesian audiences while offering foreign viewers an authentic glimpse into Indonesia's natural and cultural richness.

Complementing this, the study incorporates local cultural elements as expressive media that anchor the brand's digital outreach in cultural authenticity. These elements include the use of local visual motifs, regional languages, cultural narratives, and collaborative initiatives that engage communities through shared heritage on *Kopi Kenangan*'s Instagram platform. Together, these two frameworks operate synergistically: geocybernetics informs the overarching goals and strategies, while local cultural elements serve as the practical means through which these objectives are realized.

To contextualize *Kopi Kenangan*'s digital strategy within the broader landscape of Indonesia's coffee industry, this section compares its Instagram communication with those of *Fore Coffee*, *Janji Jiwa*, and *Tuku Coffee*. Through this comparison, differences and similarities in the use of



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cultural representation, branding tone, and audience engagement become evident, illustrating each brand's distinct approach and activity throughout 2025 to articulating Indonesian coffee identity online.

- *Kopi Kenangan* (@kopikenangan.id): In 2025, Kopi Kenangan published approximately 275 posts on its Instagram account, consisting of both photos and reels shared with its 636,000 followers. Each publication typically garners at least 100 likes and multiple comments. With product prices ranging from IDR 19,000 to 110,000, the brand adopts a friendly and conversational tone, often positioning itself as a relatable companion to its audience while engaging with popular digital trends. This approach reflects the brand's emphasis on accessibility and community connection within Indonesia's coffee industry.
- *Janji Jiwa* (@kopijanjihiwa): Between January 1 and October 16, 2025, Janji Jiwa shared 135 photos and reels with its 593,000 followers, with each post receiving between 80 and 2,000 likes. Offering beverages priced between IDR 18,000 and 30,000, the brand appeals to a younger demographic, particularly students through its straightforward and sustainable brand image. Its communication style emphasizes approachability and practicality, positioning *Janji Jiwa* as an accessible option within the local coffee market.
- *Tuku Coffee* (@tokokopituku): Tuku Coffee's Instagram presence centers on daily activities rather than overt promotions or collaborations. In 2025, the brand shared 30 posts, including images and reels, with its 215,000 followers, averaging over 600 likes per post. With prices ranging from IDR 20,000 to 700,000 for beverages and bundles, *Tuku Coffee*'s content adopts a minimalist and artistic aesthetic, appealing to audiences who value visually pleasing environments and lifestyle-oriented experiences.
- *Fore Coffee* (@fore.coffee): In 2025, Fore Coffee published 283 posts for its 344,000 followers, with each post generally receiving over 100 likes. With products priced between IDR 20,000 and 124,000, the brand communicates in a simple and relaxed tone, targeting a more mature and professional audience. Its Instagram content often highlights tranquil scenarios suited for work or leisure, reinforcing Fore Coffee's image as a modern and comfortable meeting place.

Across the four leading coffee shop brands each one have successfully cultivated a digital identity and distinct methods to engage with its audience. While *Kopi Kenangan* emphasizes approachability and cultural familiarity, *Janji Jiwa* focuses on affordability and youth-centered accessibility, although *Tuku Coffee* also utilizes a regional language in its brand, their priority is to highlight aesthetics and authenticity through lifestyle-driven storytelling, while *Fore Coffee* presents a calm, professional atmosphere suited to urban workers. Despite these distinctions, all four employ Instagram as a strategic medium to communicate brand personality, foster community interaction, and align with contemporary digital culture. Collectively, their varied approaches reflect the growing diversification of Indonesia's coffee culture and how social media serves as a space for both cultural expression and market positioning.



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### LITERATURE REVIEW OR RESEARCH BACKGROUND

In recent years, social media has become an increasingly significant aspect of broadcast, including brand awareness and marketing. As it reaches a wide range of audience without the constraints of a high cost, distance, and time while having the same influential effects in society, adapting to the vast development of communication technology. According to Schellnubber and Kropp (1998), geocybernetics is a framework that is utilized to control the complex dynamic of earth's systems, or management of relationships between an environment and humans overtime. Cultural elements are also a significant aspect of an effective social media strategy as they provide a foundation to understand how culture operates within a digital environment. The integration of geocybernetics and cultural elements can effectively be applied within the digital sphere, enabling a more holistic understanding of *Kopi Kenangan*'s social media strategy on Instagram.

In the context of *Kopi Kenangan*'s brand image communication, understanding the digital landscape is essential because to maintain the audience's interest, pursuing them to be long-term customers. *Kopi Kenangan* serves as an interesting case, as it not only becomes a prominent local coffee brand, but also hones strong roots within Indonesian culture and local values. Previous studies have not yet analyzed both the communication aspect of Indonesia's coffee industry alongside the deeper aspects and motives of the strategy, making this study relevant to understanding how the integration of culture and modern-day media communicates as a brand with an audience.

Therefore, this research aims to analyze how *Kopi Kenangan* successfully influences their digital audience, especially on the Instagram platform. Specifically, it will focus on The cultural aspect and relatability to better understand how brands are able to build an emotional and cultural bond within the community online and in person as customers.

### METHODOLOGY

This research employed a qualitative methodology with content analysis. The object of study was the Instagram content of @kopikenangan.id from January to October 2025. The selected posts were examined to identify the presence and representation of cultural elements, including language, norms, values, religion and beliefs, social collectives, statuses and roles, and cultural integration. Each post was analyzed through the lens of geocybernetics to understand how technological systems and audience interactions support the transmission of cultural meaning. This approach aimed to reveal how *Kopi Kenangan* utilizes digital media to integrate cultural identity within its marketing strategy and maintain relevance across diverse audiences.

### RESULTS AND DISCUSSION

Having established the conceptual foundations, this section examines how *Kopi Kenangan* integrates the two frameworks in practice. It explores how the brand translates theoretical principles into tangible digital strategies and cultural expressions on its Instagram platform. Upon achieving international reach, *Kopi Kenangan* began amplifying its expression of Indonesian cultural identity, as exemplified by a post announcing the opening of its new branch in Delhi, India, featuring staff dressed in traditional Balinese attire. The cultural elements presented throughout its 2025 Instagram content include:

1. Language: Language is an important aspect in culture as due to its daily usage in communicating ideas, emotions, and traditions. On their social media platform in Instagram, *Kopi Kenangan* uses a friendlier tone rather than in a formal dictionary matter, this resulted in captions and visuals written in Betawinese, a language native to Jakarta and its surrounding cities. The linguistic choice is rooted in *Kopi Kenangan*'s roots starting in Jakarta and is still practiced as the company expands throughout Indonesia and neighboring countries, promoting our diverse and rich heritage. This aspect of communication aligns



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with the linguistic element of culture as a part of their brand identity and most prominent method of communication within the digital media.



kopikenangan.id  Udah selesai liburannya 😊 Ga masalah, kan ada minuman BARU di Kopi Kenangan bisa bikin mood happy seharian ✨

Yuk, beli Nobo Aren Latte di outlet terdekat dan rasakan enaknya [@nobomilk](#) yang berpadu dengan susu segar, gula aren, serta espresso!

Udah tersedia di seluruh outlet Kopi Kenangan, buruan beli sekarang juga!

#KopiKenangan

2. Norms: In culture, norms define what is acceptable or isn't in society, maintaining order and predictability in social interactions. *Kopi Kenangan* published a bundle in 30<sup>th</sup> March, this promotion offers two liters of their beverage in celebration of the upcoming Eid Al-Fitr. As the world's largest Muslim populated country, Indonesia has adopted the holiday into their own culture of gathering, traveling, and reuniting with families and more distant friends or mudik. As mudik becomes a common practice, it has also became a cultural norm that many industries include in their annual agenda such as eventful salutations, in-person celebrations, and bundles. This bundle integrates with the existing norm within the holiday, *Kopi Kenangan* has successfully adapted their market within their audience's yearly ritual.



3. Cultural integration: Cultural integration ensures harmony among different groups as it allows societies maintain unity and bridge differences. As *Kopi Kenangan* opens their new brand in Delhi, India, a picture displaying an Indonesian woman in Balinese attire holding a glass of coffee and the brand's cup. This post is collaborated with the Indian *Kopi Kenangan* account @kenangancoffee.in in the 8<sup>th</sup> April, representing Indonesian culture in a multinational range, this campaign has also produced an Instagram reel displaying Delhi's landscape and an Indonesian man and woman in Balinese attire in the 9<sup>th</sup>, and another appearance in the 16<sup>th</sup> of April, integrating Indonesian and Indian culture as a part of their introduction. This demonstrates how *Kopi Kenangan* strategically utilizes cultural integration to strengthen its international identity while celebrating diversity across its markets.



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4. Social collective: Families, communities, and institutions provide a structure for individuals to belong within a culture and interact. In the *Juwara* series, *Kopi Kenangan* promotes its Balinese Kintamani bean coffee, renowned for its bright, fruity aroma and taste. By featuring this regional specialty, the brand promotes the representation of Balinese agricultural community, while also publishing their support towards local farmers and Udayana University's involvement in providing farmers with environmental training. The inclusion of local farmers and a local university represents the social collective element of Indonesian culture in *Kopi Kenangan*'s social media platform. This initiative reflects how *Kopi Kenangan* utilizes local collectives to strengthen its cultural narrative and reinforce a community-based set of values within its brand identity.

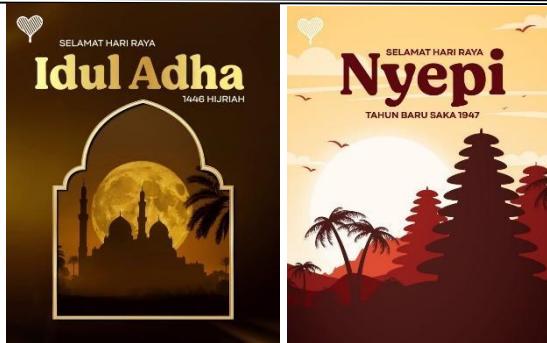


5. Religion and Beliefs: Religion and beliefs offer meaning to life and help individuals understand the surrounding world, often asserting a moral conduct, social customs, and traditions, resulting in the unity of people through shared faith and rituals. Religion is also a significant part of Indonesian culture as it is represented as the first principle or sila of Pancasila, the national moral and philosophical foundation. *Kopi Kenangan* has displayed their salutation and acknowledgement towards this foundation as they celebrate the Balinese Day of Silence in 29<sup>th</sup> March, 2025, and Eid A-Adha in the 6<sup>th</sup> of June, 2025. By recognizing these religious participations, *Kopi Kenangan* demonstrates cultural sensitivity and reinforces the role of faith and diversity-based values in shaping its connection with an Indonesian audience.



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6. Values: Values represent what a culture deems important or desirable, shaping decisions, priorities, and the moral compass of individuals, providing a shared sense of direction within society.

These elements not only showcase Indonesia's cultural diversity but also function as strategic tools within *Kopi Kenangan*'s digital communication. The following discussion examines how such representations are employed to construct a culturally grounded brand identity, foster audience engagement, and situate *Kopi Kenangan* within both local and global narratives of Indonesian coffee culture.

#### CONCLUSION

This study has examined how *Kopi Kenangan* integrates cultural elements with geocybernetic principles in its Instagram strategy to construct a distinctive digital brand identity, easily remembered by a large and growing community. Through a qualitative content analysis of @kopikenangan.id posts on their Instagram platform starting January until October 2025, the research identified the consistent presence of cultural components such as language, norms, values, religion and beliefs, social collectives, statuses and roles, and cultural integration. These cultural elements are not only represented visually and textually but are also strategically adapted to align with the technological and digital landscape landscape, alongside audience engagement patterns inherent to social media platforms.

The findings suggest that *Kopi Kenangan*'s digital communication successfully embodies a balance between technological adaptability and cultural authenticity to their audience. By leveraging the geocybernetic framework, the brand effectively manages the dynamic interaction between culture, audience, and digital systems, enabling cultural narratives to circulate meaningfully within a global digital environment. Campaigns such as the Delhi branch opening, Balinese Day of Silence or Nyepi and Eid celebrations, and the promotion of local farmers in the Juwara series demonstrate how the brand transforms Indonesia's cultural identity into engaging digital storytelling.

Ultimately, this study concludes that *Kopi Kenangan*'s approach illustrates how local identity can be sustained and transformed through digital media broadcast, serving as both a cultural bridge and a marketing advantage. The integration of geocybernetics and cultural representation enables brands to remain contextually grounded while navigating global digital spaces. Future research may expand this analysis by comparing other local brands or exploring audience reception to further understand the evolving relationship between culture and digital advertising in Indonesia.



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